

RECEIVED
SEP 30 2011
BY _____
KLAMATH COUNTY FINANCE

TOURISM GRANT APPLICATION

Organization Applying: Ross Ragland Theater
Address: 218 N. 7th Street
City, State, Zip: Klamath Falls, OR 97601
Contact Person: Mark R. McCrary
Phone Number: (541) 884-0651 extension 16
Tax ID # or SSN: 93-1006823
Email Address: rrtexec@rrtheater.org
Web Site Address: www.rrtheater.org
Title of Project: Eat. Play. Stay promotion

Brief Description of Project: To develop a tourism promotion to attract Rogue Valley and Northern California residents and encourage them to attend a Ragland performance and other entertainment and recreational activities. The emphasis will be to work with restaurants (Eat), market a variety of activities (Play) promote hotel/motels (Stay) to increase room nights in Klamath County. We will partner with the Chamber of Commerce, Discover Klamath, entertainment and recreational groups to develop a comprehensive message for distribution in print, broadcast, and electronic mediums.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Mark R. McCrary Date 9/30/11
Signature of Board Chair Chris W. Adams Date 9/30/11

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10,000	10,000		
Cash Match -					
Source: Ticket Office	2,500				Website ticket purchases
Source:					
Source:					
Total Cash Match	-	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	-	-	-	-	
Total Projected Revenue	- 2,500	10,000	12,500	-	
EXPENSES					
Advertising					
Print	2,000				Newspaper and publications
Web (upgrades)	4,000				Website upgrades for linking and online ticket sales
Other Internet					
Other (broadcast media)	4,000				Television and Radio
Total Advertising	10,000	-	-	-	
Printing	2,000				Direct mail campaign pieces
Postage	500				Direct mail postage to out-of-area markets
Misc/Other (Explanation Req'd):					
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	12,500	-	-	-	
Net Projected Income<Expense>	0	-	-	-	

NOTES

Do not include any items listed on Page 3 of the application as not eligible
 Be as specific as possible; provide explanation to help clarify budget items
 Use the "Actual" column when preparing your final report; submit this form with the final report

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

The main focus of this proposal is to create an *Eat. Play. Stay.* promotion to attract Rogue Valley and Northern California residents and encourage them to attend a Ragland performance and encourage them to stay one or more nights in Klamath County. To do this we will:

- Invite local restaurants and motels to partner with the Ragland on our *Eat. Play. Stay.* Promotion.
- Request other entertainment and recreation venues to link with the Ragland website to promote their programs and services
- Partner with Discover Klamath to develop and broadcast TV and radio spots promoting *Eat. Play. Stay.*
- Collaborate with a local graphic designer to design and implement a direct mail and email campaign tied to the promotion
- Engage a local website developer to upgrade our website to be a primary contact point for entertainment and recreation activities in Klamath County and to allow online ticket purchases for the convenience of out of town visitors.

2. What are the project activities?

The project activities will be:

- Invite restaurants and motels to participate in the promotion on our website and cross marketing opportunities at their businesses. We have a long history of successful relationships with restaurants and motels in a variety of price markets.
- Create print materials by collaborating with a local graphic designer to develop the concept for direct mail promotion
- Upgrade the Ragland website to include links to other entertainment and recreation venues as well as Chamber of Commerce, Klamath Falls Downtown Association, and Discover Klamath
- Upgrade the Ragland website to allow direct ticket purchases thereby eliminating the barrier for out of town guests to purchase tickets
- Partner with Discover Klamath to identify specific zip codes for direct mail promotion
- Develop an email-based promotion for *Eat. Play. Stay.* to be directed to the over 3,000 of our current list of website visitors who have expressed interest or actually purchased tickets to past performances
- Collaborate with Discover Klamath to develop a television and radio broadcast promotion that targets media outlets in the Rogue Valley and Northern California (from Weed to Redding).
- Offer a regular *Eat. Stay. Play.* package on our website that will include hotel stays, dinners, and tickets to a show at the Ross Ragland Theater

3. When will the project occur? How long will it last?

The initial project planning will begin immediately following the approval of the grant. We will partner with a local graphic designer to help design the promotion. We will also see input from Discover Klamath, and local restaurants and motels to develop the materials for the *Eat. Play. Stay.* promotion. The project is scheduled to launch in January with the website upgrades happening at the same time. The first direct mail will coincide with television and radio broadcast outlets to maximize the impact. After the initial direct mail, we will continue broadcast media for up to four months.

Performances occurring between January and June (shoulder season) will be promoted. These include: Ray Charles Tribute, The Coats, New Shanghai Circus, *Man 1 Bank 0*, Eugene Opera's *La Boheme*/show tunes, Emile Pandolfi, Katie Harman & Friends, and Fools for Rowan.

4. Who is the target market? What is your strategy for reaching the target market?

The target market is residents of the Rogue Valley in Oregon and Northern California, from Weed to Redding. We will also target zip codes of people with disposable income what are inclined to travel for leisure and entertainment. This market is also more likely to surf the internet for information and purchase tickets online.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

Based on the database of the Ragland website, we know that 600 of out of area visitors either purchased tickets to Ragland events or expressed interest in the Ragland in the past three years. In addition, an estimated 20% (18 per show or approximately 360 per season) of walk-up or day of show tickets were sold to out of area visitors. We expect that the *Eat. Play. Stay.* Promotion will increase the number of out of area ticket purchases by 15%.

We will count the number of out of area ticket purchases using our ticketing software. We will also ask people when they purchase tickets at the box office if they have come from out of town and, if so, where they live. Finally, we will survey our restaurant and motel partners to assess their satisfaction with the *Eat. Play. Stay.* promotion.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

The *Eat. Play. Stay.* promotion targets extending length of stay by partnering with other groups to create a Klamath experience. For example, linking to other entertainment and recreational activities, visitors can create their own packages that align with their specific interests (birding, history, casino gambling, snowmobiling,

etc.) By partnering with local restaurants and hotels, we will make coming to Klamath easier, more convenient, and more fun.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

The Ross Ragland Theater is the Klamath Basin's premiere arts and entertainment organization. Every year, we bring over 25 productions to Klamath that meet a variety of interests such as Country, Broadway, Comedy, New World, Ballet/opera, Classical music, Soft Rock/Top 40 and other genres. We also have monthly visual arts exhibits to enhance the experience of attending a performance. The Ross Ragland Theater is a reconstructed movie theater from 1940's and was opened as a performance arts center in 1988. We serve tens of thousands of patrons, both local and out of area, each year through our performances and other activities.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

The Ross Ragland Theater has extensive experience in operating similar projects. Past grants have included promotions for the Taste of Klamath and our performance season. We have been successful in bringing visitors to Klamath County. The *Eat. Stay. Play.* project is a departure from past efforts in that it uses technology to promote attendance at Ragland events and employs more partnerships to enhance the tourism aspect of our events.

We are uniquely qualified for four reasons. We have: 1) a history of successful implementation and management of past grants, 2) a track record of offering high quality professional performances and exhibits that can attract visitors, 3) developed significant partnerships with local area businesses and 4) exceptional high quality promotional standards for both print and media venues. Frankly, we are one of the few organizations with the professional leadership, marketing commitment, and organizational infrastructure to successfully implement the project.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

Because we will promote numerous Ragland performances, the marketing will take place through website promotions, direct mail to targeted mailing lists, broadcast media buys in specific markets (Rogue Valley and Northern California from Weed to Redding), and partnerships with other organizations.

The marketing will introduce the promotion with an incentive to visit the Ragland website, such as entry into a drawing for pairs of tickets to a Ragland event. Visitors to

the website will be encouraged to sign up for a package to eat, play, and stay a night in Klamath. The package will include lunch or dinner ("Eat"), a hotel night ("Stay"), and tickets to a Ross Ragland show ("Play"). They will also be encouraged to create a travel package that aligns with their specific interests by linking to other entertainment and recreational activities through the Ragland website.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

We will measure our success in three ways: 1) number of tickets sold to performances between February and June from outside of the Klamath County zip codes; 2) number of website hits to the *Eat. Play. Stay.* portion of our website, and 3) survey of our hotel and restaurant partners to determine their satisfaction with the promotion.

11. If your project is already underway explain how this grant will increase your likelihood of success.

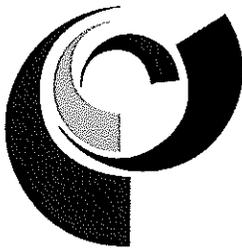
The project is not currently underway. Without the grant we will not be able to implement the project.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

The Ragland will partner with Discover Klamath to develop a television and radio broadcast promotion to targeted media outlets in the Rogue Valley and Northern California.

The Ross Ragland Theater has a long history of partnering with local restaurants and motels that advertise in our Playbill and sponsor Ragland events. We will partner with them on the "eat" and "stay" portion of the *Eat. Play. Stay.* promotion. We also anticipate enthusiastic support from other entertainment and recreation entities such as Klamath County Museums, Linkville Players, Kla-mo-ya Casino (a current season sponsor), and the EpiCenter (a current series sponsor).

The Ragland's nonprofit status allows us to leverage discounts and in-kind support for printing and media purchases. Our all-volunteer Guild will help with the direct mail envelope-stuffing and other supportive services.



Klamath County Chamber of Commerce

205 Riverside Street Suite A ♦ Klamath Falls, Oregon 97601

(541) 884-5193 Phone ♦ (541) 884-5195 Fax

www.klamath.org - inquiry@klamath.org

Board of Directors

Jodi Kucera
Mia & Pia's Pizzeria & Brewhouse

Barb Meng
US Cellular - Cellular Solutions

Stan Gilbert
Klamath Youth Development Center

Toby Freeman
Pacific Power

Heidi Wright
Herald and News

Shari Watterberg
Integra Telecom

Tim Wehrly
Above & Beyond Catering

Bridgitte Griffin
South Valley Bank & Trust

Curtis Waite
173d Fighter Wing, Kingsley Field

Dan Keppen
Dan Keppen & Associates, Inc

Kathie Philp
Pacific Crest FCU

Willie Riggs
OSU Extension Office

Linda Thompson
Fred Meyer Stores

Ellsworth Lang
Kla-Mo-Ya Casino

Mike Angeli
The Ledge

Rachael Spoon
KBHBA

Randy Shaw
Coldwell Banker/Holman Premier Realty

Ex-Officio Members

City of Klamath Falls
Klamath County
KCEDA
Oregon Institute of Technology
Klamath Community College
KUHS DECA

Staff

Charles Massie
Executive Director
Heather Tramp
Programs & Marketing Coordinator

Mr. Mark McCrary
Executive Director
Ross Ragland Theater
218 N. 7th Street
Klamath Falls, OR 97601

Dear Mark:

I am pleased to be writing a letter of support for the Klamath County Tourism grant program. In this economic climate, local businesses need to come together and find opportunities to collaborate. Your proposed Eat. Play. Stay. program is one such opportunity.

We will support your effort in any way we can and hope that those reviewing your grant can see the benefit of your efforts. I applaud the concept and am eager to hear a positive response to the grant request.

Call on me anytime. I look forward to working together on this project.

Sincerely,

Charles "Chip" Massie
Executive Director

September 29, 2011

Mr. Mark McCrary, Executive Director
Ross Ragland Theater
218 N. 7th Street
Klamath Falls, OR 97601

Dear Mark:

I read your proposal and am happy to write a letter of support. As a local hotel owner, we rely on organizations, such as the Ross Ragland, to offer activities for our guests. Promoting your performances to out-of-area markets is a great way to bring in visitors to the area. Packaging a performance with restaurants and hotels to encourage an extended stay makes sense.

We definitely want to partner with you on the *Eat. Play. Stay.* promotion as outlined in your grant. I hope the reviewers see the value in us working together and increasing night stays. Let me know if there is anything further I can do to assist you in your efforts.

Sincerely,



Brian S. Smith
Managing Partner